

MISSION

The mission of the Ready Carlsbad Business Alliance (RCBA) is to promote business emergency preparedness, continuity of operations and community recovery through services, educational programs and cooperative partnerships.

GOALS

The goals of RCBA are to:

- Prepare your employees
- Prepare your business
- Contribute to community recovery

ALLIANCE ACTIVITIES:

- Educational symposiums and practical workshops.
- Training and exercises
- Web-based partner connection and information sharing network

What can Ready Carlsbad Business Alliance do for you?

MEMBER BENEFITS:

- Enhance situational awareness
- Greater access to resources and capabilities
- Improved communication and coordination
- Improved disaster preparedness, self-sufficiency and resilience
- More robust continuity of operations and rapid return to profitability

COMMITMENT:

Attend two Alliance activities per year (minimum)

When disaster strikes will you be prepared?

Ready Carlsbad Business Alliance is a collaborative group of Carlsbad enterprises dedicated to business emergency preparedness and recovery. Ready Carlsbad Business Alliance is open to all Carlsbad businesses. RCBA supports the U.S. Department of Homeland Security goal of private sector preparedness collaboration and is supported by the Carlsbad Chamber of Commerce and the City of Carlsbad.

TO JOIN, CONTACT:

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www.carlsbad.org



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READY RESPOND RECOVER

WWW.READYCARLSBAD.COM



READY

Prepare Your Employees

Employees who are trained to prepare their families to safely respond to emergencies will be more available to assist with business response and recovery. Training will include:

- Emergency warnings and communication
- Evacuation and shelter planning
- Self-sufficiency for 72 - 96 hours
- Emergency response and recovery assistance



RESPOND

Prepare Your Business

Businesses trained in continuity of operations planning will recover more quickly and return to profitability faster. Statistics show that 60 percent of businesses that remain out of service for 30 days or more after a disaster will not recover. Training will include:

- Hazard Vulnerability Assessment
- Emergency response and continuity of operations planning
- Local, regional, state and federal preparedness resources and procedures



RECOVER

Contribute to Community Recovery

Most businesses want to help their community recover from a disaster. It's good civic participation and it's good for business. However, most businesses have not established the necessary relationships to ensure effective contribution. FEMA has termed this failure the "second disaster". Business alliance members will be encouraged to execute a Memorandum of Understanding with the Carlsbad Chamber of Commerce identifying possible resources and points of contact to contribute to community recovery.